

## REMARKS

Claims 1-29 are pending in this application, and claims 1, 13, 17, 21, and 26 have been amended herein. No new matter is believed added.

Applicant submits that the claims as amended are patentable over the art of record. For instance, as stated in Applicant's previous response, "collecting user data from users of a plurality of websites" and "separately storing the collected user data for each website" is not shown in the cited references. In response to Applicant's previous arguments, the Office discusses how the references show different ways of identifying a consumer. Further, in response to Applicant's argument that a "point of purchase" is not the same as a "product," the Office points out that product characteristics are disclosed in the reference. Applicant reiterates that the Office's conclusion does not follow from the facts presented. With regard to the additional facts stated by the Office, Applicant fails to understand how these facts provide a relevant response to Applicant's previous arguments.

Further, Applicant has amended the various independent claims to include additional unique features. In particular, the claims have been amended to state that "user data is collected when a user subscribes to one of the plurality of websites." This is different from Eldering, for example, in which product information is obtained from a point of purchase.

In light of the above, Applicant respectfully submits that all claims are in condition for allowance. Should the Examiner require anything further to place the application in better condition for allowance, the Examiner is invited to contact Applicant's undersigned representative at the number listed below.

Respectfully submitted,



Ronald A. D'Alessandro

Reg. No.: 42,456

Date: 8/11/03  
Hoffman, Warnick & D'Alessandro LLC  
Three E-Comm Square  
Albany, New York 12207  
(518) 449-0044  
(518) 449-0047 (fax)